



National Concierge Association  
**C O N F E R E N C E**

**AUGUST 13-15, 2015**  
SAN ANTONIO, TX

# **OFFICIAL CONFERENCE AGENDA**

The NCA Executive Board of Directors reserves the right to amend, substitute or replace events, speakers and activities listed in this agenda at any time.

**THURSDAY, AUGUST 13, 2015 DAY SESSION**

**Breakfast:**  
**Opening session**  
**Lunch-around event**  
**Afternoon session**

**Alamo Hall**  
**On Own**  
**9:00 AM**  
**11:30 AM—1:30 PM**  
**1:30 PM—3:00 PM**



*At The* **ALAMO!**

**17th Annual NCA Chapters' TEAM Meeting**

**Guest speaker: Tom Jackson**

*Historian & Entertainer & 6th generation Texan  
whose Great-Great-Great Grandfather  
fought in San Antonio for Texas liberty!*



The National Concierge Association is pleased to partner with Red Door Spa Elizabeth Arden for this special event.

**“NCA Chapters: People, Purpose, Passion”**

The NCA Chapters' TEAM meeting is open to all NCA Chapter Leaders (all board positions), Executive Board members and NCA National Partners.

The annual workshop will include a guest speaker, a “board member of the year” panel discussion and brainstorming breakout sessions. A morning snack will be provided. Included is a “Lunch-around San Antonio” event with restaurant reviews to follow in the afternoon session.

**Please note:** this meeting is taking place at the Shrine of Texas Liberty on hallowed ground. We respectfully request that all team members follow the rules of reverence at all times. Dress code is business casual so recreational attire will not be permitted and gentlemen are requested to remove hats.

3:30PM –6:00PM

FREE TIME

**THURSDAY, AUGUST 13, 2015 EVENING EVENT**

6:00pm—7:30pm

**Location:**

**Dress code:**

Welcome Program For All Attendees & Guests

Westin Riverwalk Hotel / Olivares Room

Business attire

***NCA Welcome Reception & Pinning Ceremonies!***

This event includes a special welcome by NCA Founder Sara-ann Kasner and a ceremony honoring NCA Certified Concierges. A light snack and cash bar will be provided.

All registered attendees & guests are welcome to attend.



**FRIDAY, AUGUST 14, 2015**

**Dress code for day events—resort casual.**

**9:00am—10:30am**

**Westin Riverwalk Resort - Hidalgo Ballroom**

**Breakfast on own**

**NCA Annual Membership Meeting**



## 2015 NCA ANNUAL MEMBERSHIP MEETING

National Concierge Association

All members (any category) are welcome. It is not necessary to be registered for the conference to attend the annual NCA membership meeting although the remainder of the day's events are open to registered conference attendees only. Please wear your NCA member pin to gain admittance. A full agenda will be electronically distributed 30 days prior to the meeting. Meeting will include: the 2015 election to office, the annual state-of-the-organization presentation & a speed networking exercise. Coffee, tea, sodas, assorted cookies and bars will be provided.

**10:30am-11:15am**



**HELMSBRISCOE**

**"EVENT PLANNING 101"**

**Brought to you by the global leader  
in meetings procurement!**

**11:15am -12:00pm**

**SEAWORLD PARKS  
& ENTERTAINMENT**



**A fun and educational presentation  
starring  
Seaworld Penguins & Friends!**

**12:00pm-4:00pm**

**International Center, San Antonio**



National Concierge Association

**Central Texas Chapter  
Presents**

**THE NCA TRADESHOW!**

Located at the International Center (located minutes from the Westin Riverwalk)  
Watch for a full listing of participating vendors coming soon!

**4:00PM—4:30PM**

**4:30pm**

**5:00PM—9:00PM**

**Free Time**

**Buses depart for Six Flags**

**Six Flags Fiesta Texas**



**All attendees and registered guests are invited to attend**

**An Evening At Six Flags Fiesta Texas!**

**Event includes transportation, dinner, rides, attractions.**

**Dress Code:** Weather appropriate casual wear.

Buses will depart The Westin Riverwalk Hotel at 4:30pm and also depart Six Flags (for return) beginning at 8:00pm & at 9:00pm for return trip to the Westin Riverwalk Hotel.

**9:00AM –10:15AM**

**Panel Discussion**



## “Creating A Successful International Network”

**Marco Barros, President/CEO of San Antonio Tourism Council**

Moderated by Marco Barros, President & CEO of San Antonio Tourism Council, this exciting discussion will cover the challenges and rewards of working with an international network of contacts and provide recommendations on how to find and develop these contacts.

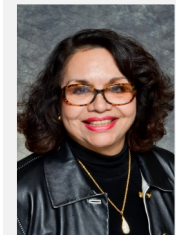
Panelists are business leaders from the San Antonio & Austin, Texas areas whose careers involve working with international contacts.

### PANELISTS



**Shahrzad Dowlatshahi,**  
Chief of Protocol , City of San Antonio  
International Relations Office

**Patricia Stout, Founder**  
Alamo Travel Group



**Ray Brimble, President & CEO**  
Lynxs Group LLC

**Richard Perez, President & CEO**  
San Antonio Chamber of Commerce



**10:15AM-10:30AM**  
**10:30AM-11:30AM**

**BREAK**  
**SEMINAR**



## “ BRANDING POSITIONS AVAILABLE: INQUIRE WITHIN!”

**Kerry Tate, Entrepreneur, Civic Leader**  
and devoted friend to the City of Austin, Texas

Kerry Tate, an Austin, Texas, public relations powerhouse, is formerly the Board Chair of the Austin Chamber, the Austin Community Foundation and Leadership Austin, where she later received the organization's highest award for community trusteeship. She has received awards for ethics in business, entrepreneurship, and civic leadership. She has been honored for lifetime achievement and for mentoring from two professional associations in her field.

This session will cover a less commercial, more spiritual version of personal branding that will help define your authentic self and personal motivations. Discussions will include helping attendees identify their five core values and how to use those values in making decisions in their lives and careers. Audience interaction will be a part of the program.

***There will be a 30 minute break prior to the start of the Keynote Speaker Luncheon***

**SATURDAY, AUGUST 15, 2015 KEYNOTE SPEAKER LUNCHEON**  
**Westin Riverwalk Hotel Hidalgo Ballroom 12:00pm-2:00pm**



**The National Concierge Association**

**Proudly Presents**

## **“Future Trends In Modern Living”**

**A survey of the most exciting new ideas, products and experiences from one of the world’s greatest trends experts**

**Daniel Levine**

**Director, Avant-Guide Institute**

A great Concierge needs to know what will be—not just what is now. So fasten your seatbelts and get ready for an exhilarating look forward towards the most spectacular and creative trends that are just around the bend. Packed with great examples of where contemporary culture is headed, this fun presentation will take a one-of-a-kind look at the profound changes that are dramatically re-shaping the lives of your guests, along with a prescription of how you can benefit from these changes.

**About our speaker:** Daniel Levine is a world renown trends expert who is regularly featured in newspapers and magazines and is often in television and radio, including CNN, NBC and others. He is the Global Editor of the popular social trends website WikiTrend.org and the leader of a large international team of trend spotters, over 9000 researchers who chronicle the latest ideas, products and experiences from around the globe.

This event will include lunch & a beverage and is open to all registered attendees.

**2:00pm—6:00pm**

### **EVENING SOIREE**

**Hidalgo Ballroom, Westin Riverwalk**

**6:00pm-7:00pm**

**7:00pm-8:00pm**

**8:00pm-10:00pm**



**FREE TIME**

### **17TH ANNUAL NCA GALA AWARDS DINNER**

**Dress code: Semi-formal, cocktail attire**

**Reception**

**Gala Dinner**

**Program**

**The National Concierge Association Executive Board of Directors**

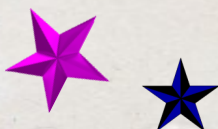
**Cordially Invites All Registered Attendees and Guests To Attend**

## ***The 17th Annual NCA Star-Studded Extravaganza***

***2015-2017 Executive Board of Directors Induction To Office Ceremonies***

***International Awards Presentations***

***Announcement of 2016 Conference***



# THE 2014 NCA AWARD WINNERS



NCA –Arizona Chapter Board of Directors  
**2014 NCA CHAPTER OF THE YEAR**



## 2014 INTERNATIONAL PARTNER OF THE YEAR

**Tim O'Malley, Publisher**  
 Chicago, Illinois



## 2014 Concierge Outstanding Service Awards



**Nancy Keyes, Corporate Concierge**  
 Cushman & Wakefield NorthMarq Real Estate Services  
 Minneapolis, Minnesota

**Carol Mullikin, Corporate Concierge**  
 Behringer Harvard  
 Houston, Texas



## ADDITIONAL AWARDS IN 2014



**Best Chapter Affiliate Partner**  
**Best NEW Chapter Affiliate Partner**  
**Best Chapter Associate Member**  
**Best Chapter Volunteer**  
**Best Educational Program**  
**Best Chapter Membership Program**  
**NCA Communication Award**  
**Best Chapter Philanthropic Program**  
**NCA Leadership Award**

**Grand Canyon Railway, Melissa Taylor, Regional Sales Mgr.**  
**The Mob Museum, Michael Printy, Sales Manager**  
**Judy Sunvold, Mgr of Conf. Services, Loyola University Chicago**  
**Allison Steffenhagen, Concierge, Bigos, Minneapolis**  
**NCA-Washington DC Metropolitan Area Chapter**  
**NCA-Arizona Chapter**  
**NCA-Chicago Chapter**  
**NCA-Chicago Chapter**  
**Diane Schure, President, NCA-Arizona Chapter**

### NCA STAR OF EXCELLENCE 2014

**Sheryl Crow, Owner**  
 Concierge, Errands & More, Kansas City, MO

**Lennie Turpin, President**  
 Lonestars Celebrity Services, San Antonio, TX

**Elizabeth Caraway, Vice President**  
 Lonestars Celebrity Services, San Antonio, TX



### 2014 NCA BOARD MEMBERS OF THE YEAR

**Jill Stewart, EVP of Administration** NCA Executive Board of Directors  
**Marcella Doyle, Director of Marketing**, NCA-Chicago Chapter  
**Cory Johnson, Affiliate Liaison**, NCA-Minnesota Chapter  
**Rebecca Mayhew, Director of Membership**, NCA-Nevada Chapter  
**Barbara Siewart**, Director of Finance, NCA-Arizona Chapter  
**Andrea Watson, Vice President**, NCA-Washington, DC Metropolitan Area Chapter

